



RCHITECTURAL RNAMENTS



OF PAPIER MÂCHÉ, MANUFACTURED BY THE





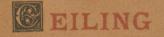


LIMITED,

Successors to Bielefeld & Co.

Established 1826.

VOL III., NEW SERIES,





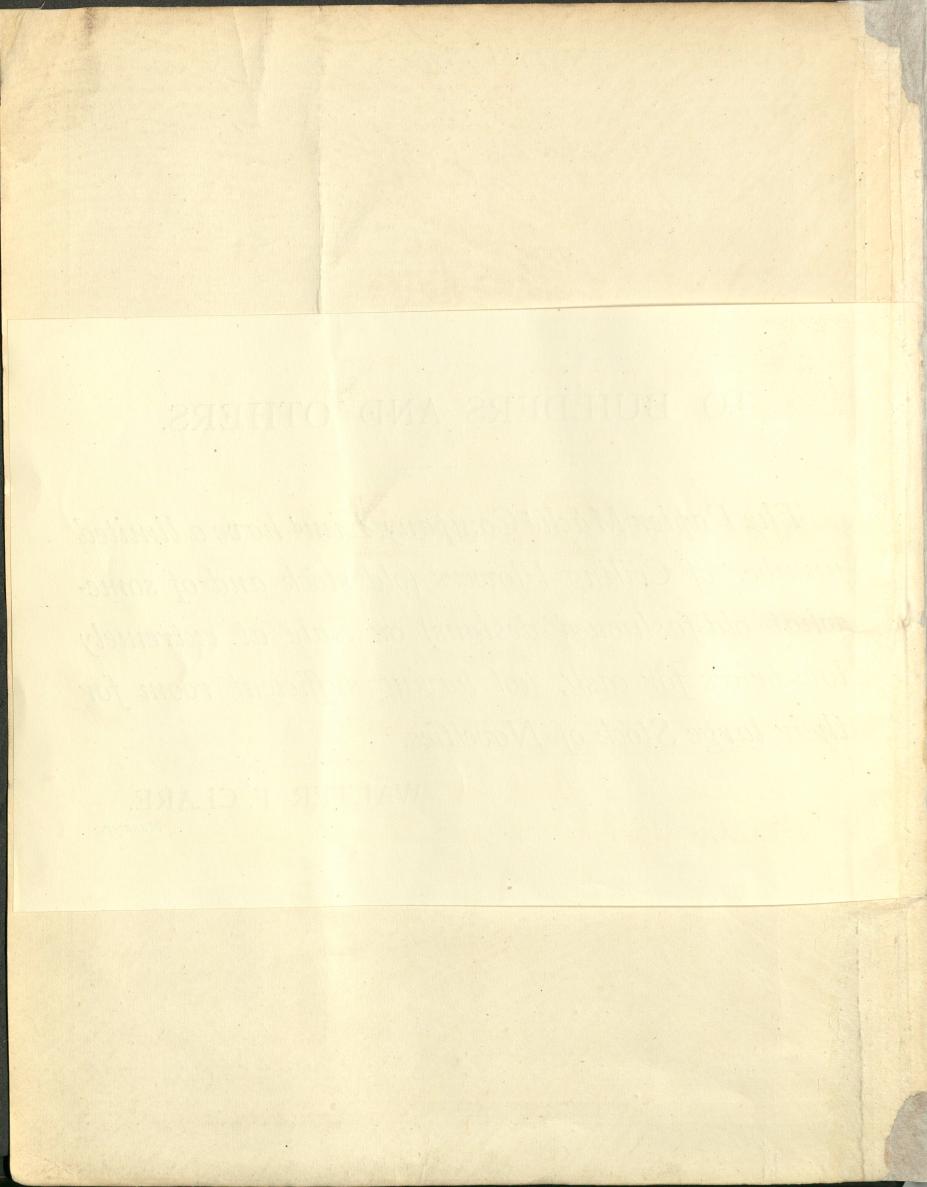


WENTILATORS, &c.

With a Preface and reduced Price List.



Mondon: Published at the Offices of the Company, 21, Wellington Street, Strand.



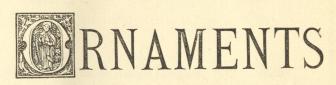


Under the Patronage of Her Majesty.





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REFACE.

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HE publication of this new, may it be added beautiful, Book of Designs, for Ceiling Flowers, &c., affords an opportunity for acknowledging, with no ordinary feelings of gratitude, the ever-increasing demand in that branch of our manufacture. This flattering recognition of the Company's efforts towards elevating the character and manufacture of these now universally adopted Ornaments, has already, despite the yet brief period of its career, resulted in benefit to both the general public and the Company. The good to the Company needs no explanation, the benefit to the public consists in this—that they get a better article at a less cost.

Owing to the immense numbers of Ceiling Flowers now made, and a vigilant regard being had to economy of manufacture, they are produced at a less initial cost,—a statement which reference to the again reduced Price List annexed will bear out,—while at the same time, experimental and scientific research has resulted in the production of a still whiter, stiffer, and more durable material, capable of receiving finer and more detailed impressions than any the Company has hitherto produced. With these inducements in view, a yet more extended patronage is confidently looked for; which expectation has not been without its influence upon the present List of Prices.

An explanation may not here be out of place of the motives which led to the determination of affixing a price to the present volume; and at the outset we may as well at once repudiate all mercenary considerations. The book has been prepared in a novel manner, at a great outlay, regardless indeed of any expense, and it is with a view of checking a broadcast distribution of a valuable work to those who have no intention of using it, that the present almost absurd charge (but a fractional part of the cost) is made. It has been found, moreover, that a slight payment induces the reader to regard his purchase more in the light we would wish, that of a property—an art addition to his library, rather than a mere trade catalogue or ordinary business announcement.

The beauty, durability, and convenience of Papier Mâché ornaments are properties fortunately too well and widely recognised to need enlarging upon on the present occasion; but its least known, though perhaps its most generally useful attribute of **Cheapness**, is still of so recent a date that attention

cannot be too frequently directed to it. It is always a difficult matter to remove any confirmed impression from the mind of the public; and it is found a task of no ordinary magnitude to convey to architects, builders, and others, the reality of the difference between the former and the present prices of Papier Mâché Centre Flowers and Ornaments. The high prices charged by the Messrs. Bielefeld placed them beyond the reach of the many, while the current prices are below plaster, and within the means of the most humble worshipper at the shrine of Art. At the same time, however, the more elaborate and comparatively costly Ornaments are still largely manufactured.

In the face of not infrequent inquiries from customers unconnected with the building trade, as to the method of securing Centre Flowers, it is perhaps well to mention that screws to the joists for large centres, lath screws for small, and brads in conjunction with a cement of strong size and whiting mixed to the consistency of treacle, for details, constitute all the fixing necessary. The whole of the Ceiling Flowers now illustrated are delivered from the factory in one piece, perfectly dry, ready for immediate fixing, and capable of at once receiving gold or colours—advantages so self-evident as to need no comment.

The present volume is the first of a new series of Pattern Books, but pending their production, which must necessarily be a work of time, the two books issued last year, containing many thousand examples, of Ceiling Flowers (Vol. I., gratis) and Cornices, Mouldings, Capitals, Trusses, and every variety of decoration (Vol. II., price 1s.), may be had on application. A temporary Frame Tariff has also been lately issued, and a new Sheet of Frames will shortly be published, free by post, containing drawings of a set of Continuous Flexible Enrichments, or Mouldings—a desirability hitherto unattainable—to be sold in coils of 100 or 1,000 feet, at a price simply nominal.

It yet remains to have a large number of Ornaments photographed and engraved, including some very fine examples of Bas-Reliefs, from the best works of the most noted Masters, Brackets, Cornices, &c.; to an inspection of which, at the Company's Show-rooms, all those who are interested in artistic decoration are earnestly and cordially invited.

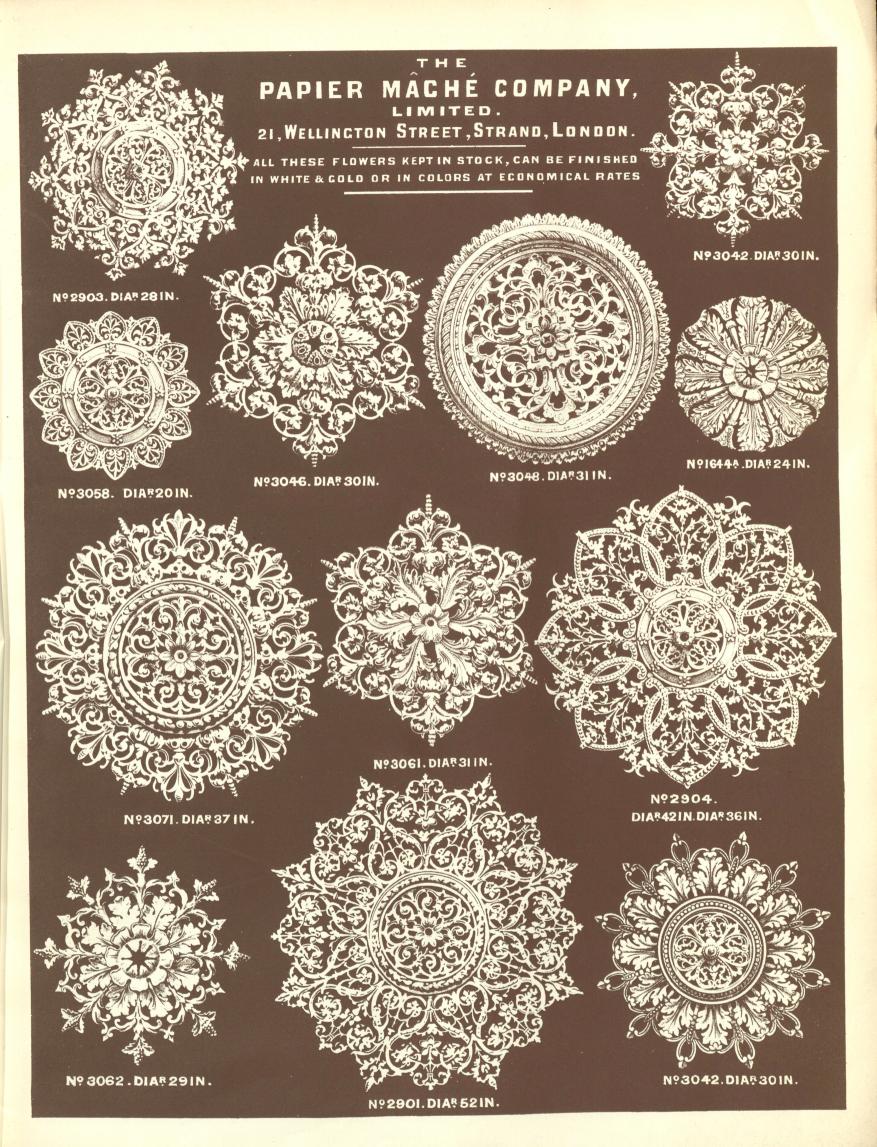
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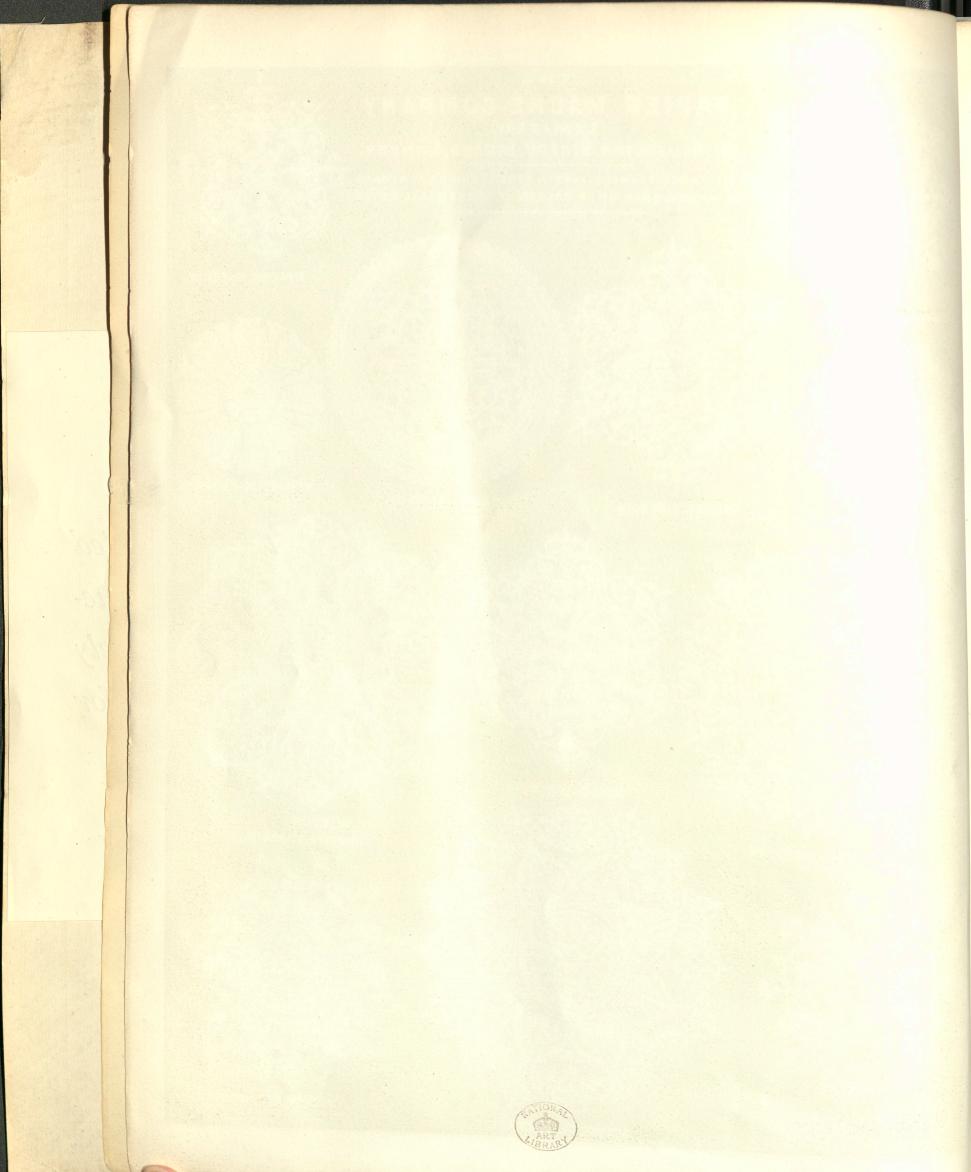
Managing Director and Secretary.

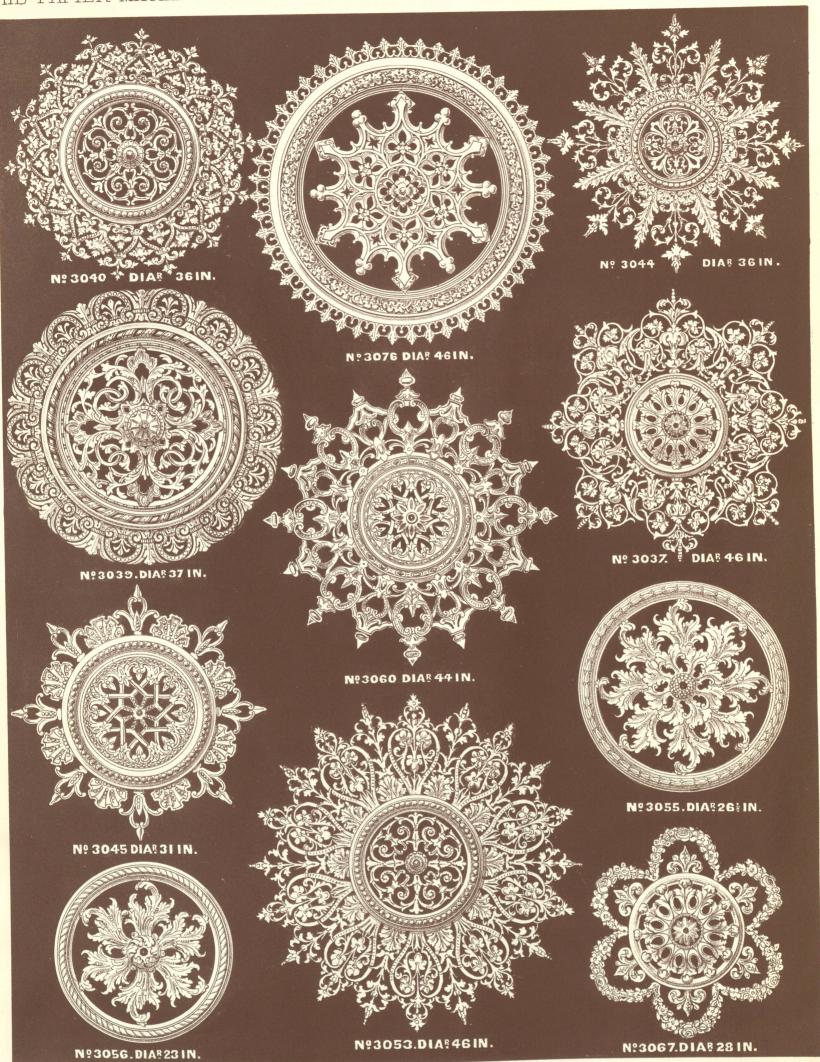
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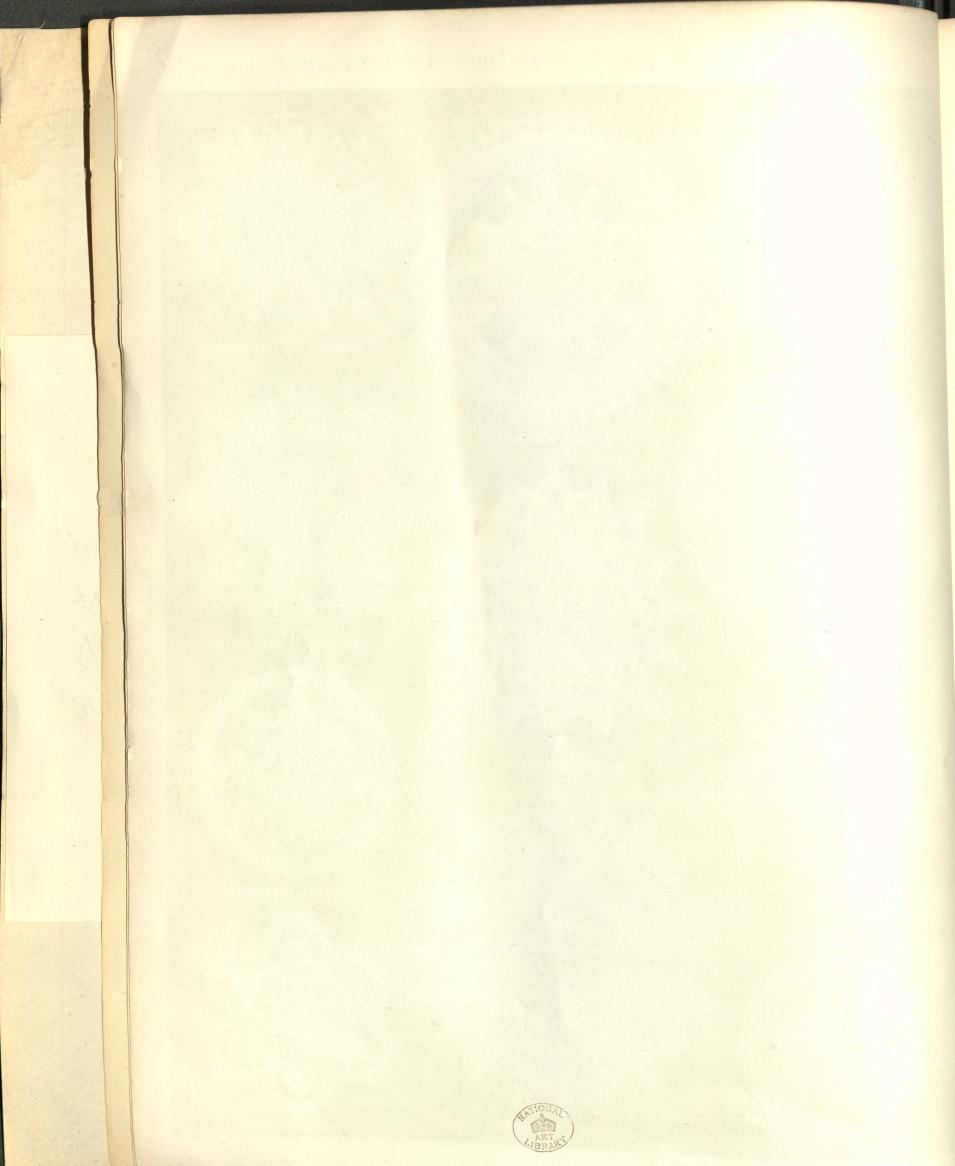
Note.—Plate 1, a somewhat experimental one, was unfortunately struck off, before revision, in sufficient quantity for the present edition, and though certainly containing some of the best specimens of our manufacture, but very inadequately conveys either their excellence of design or beauty of detail. For example, No. 1644a is superior to No. 91 on Plate 6, and has a very much larger sale.

** The Plate will be re-drawn for subsequent editions.

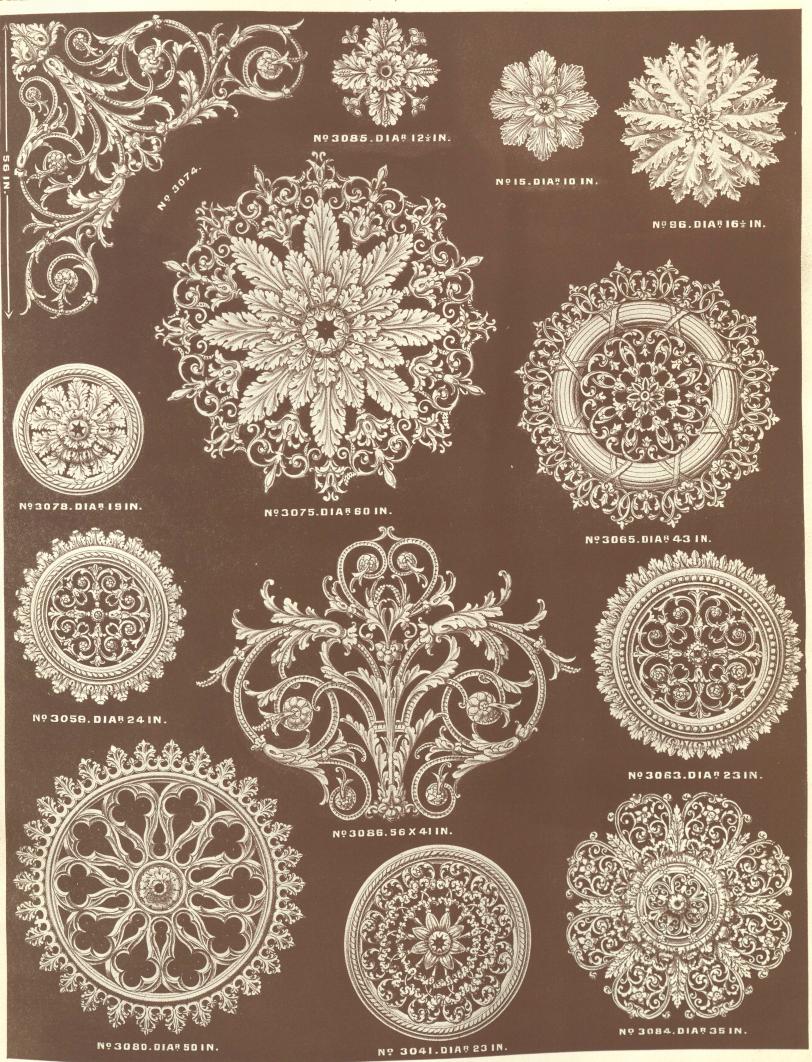


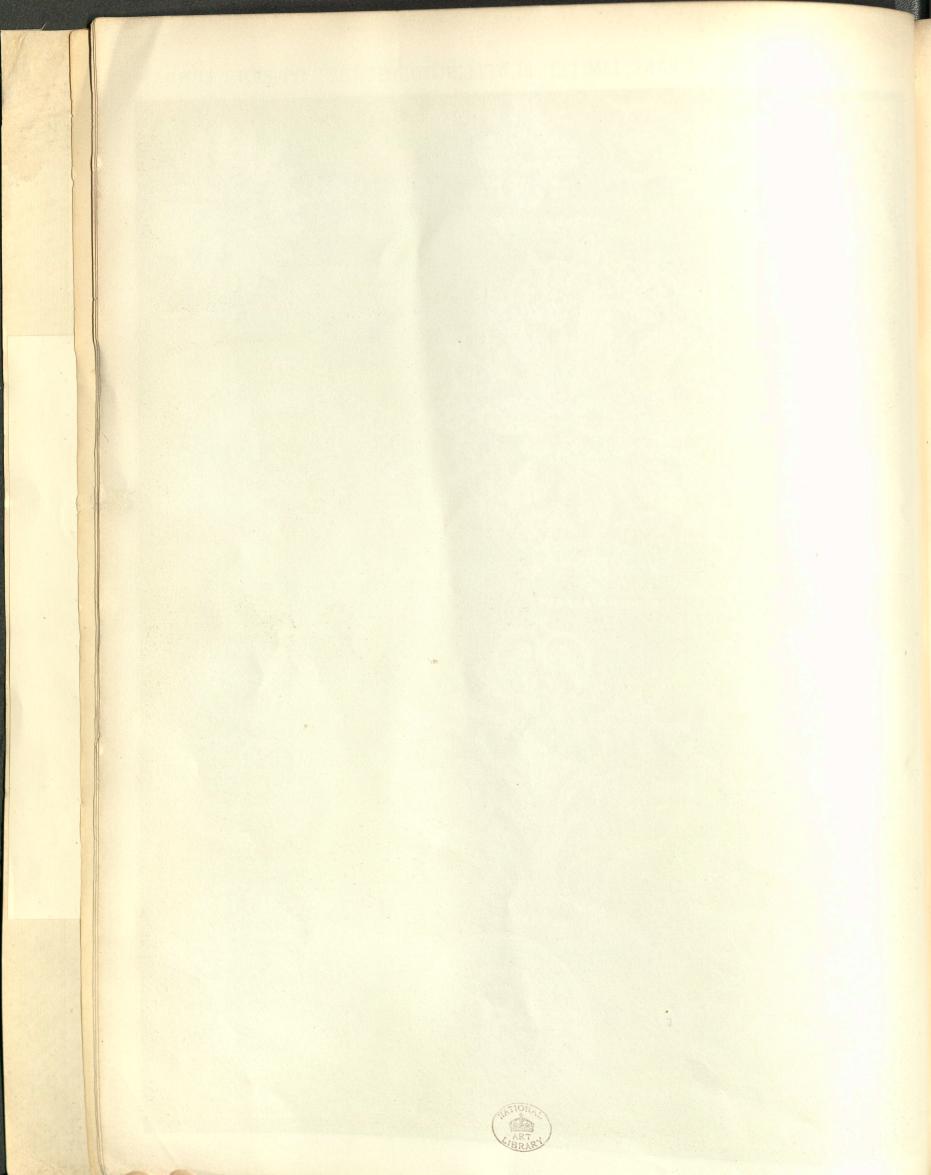


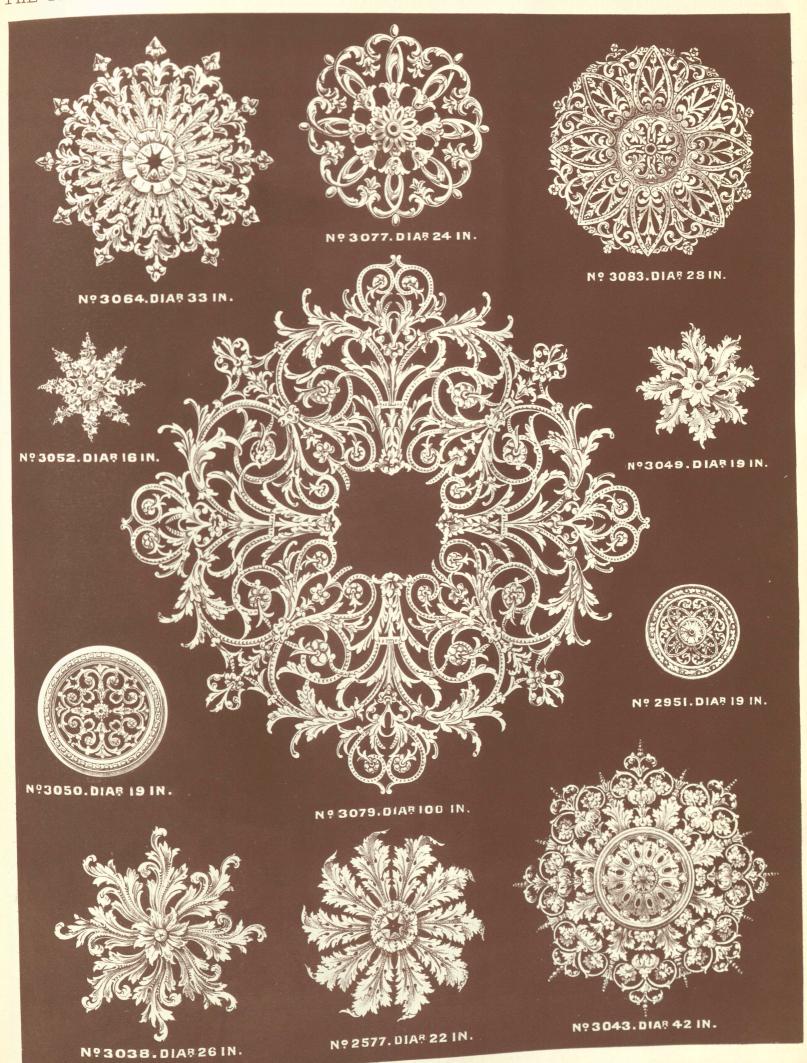


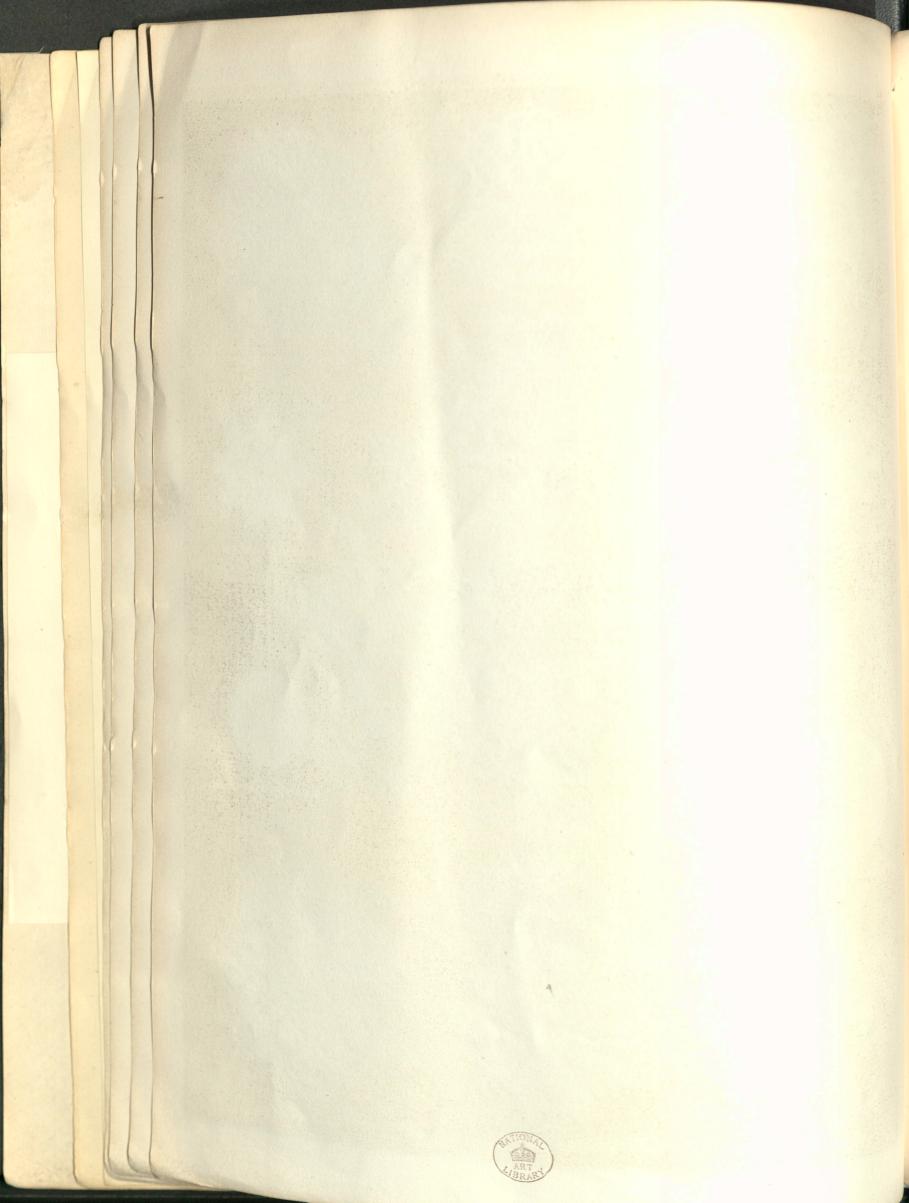


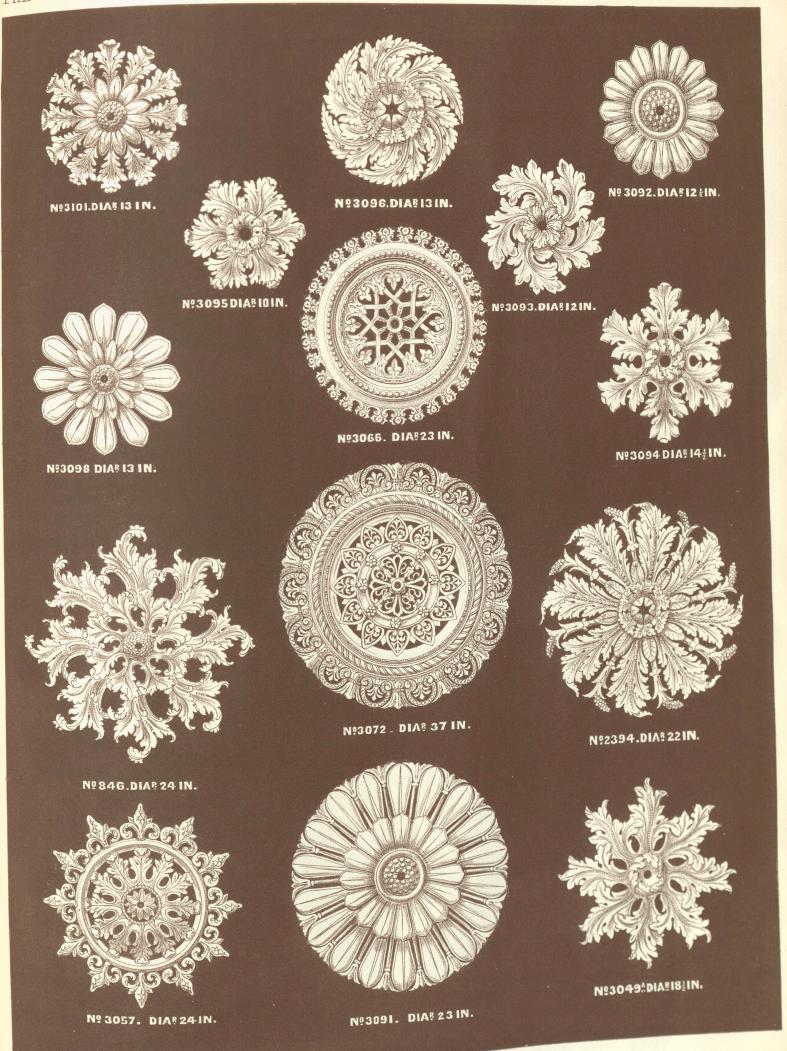
THE PAPIER MÂCHÉ COMPANY, LIMITED, 21, WELLINGTON STREET, STRAND, LONDON.

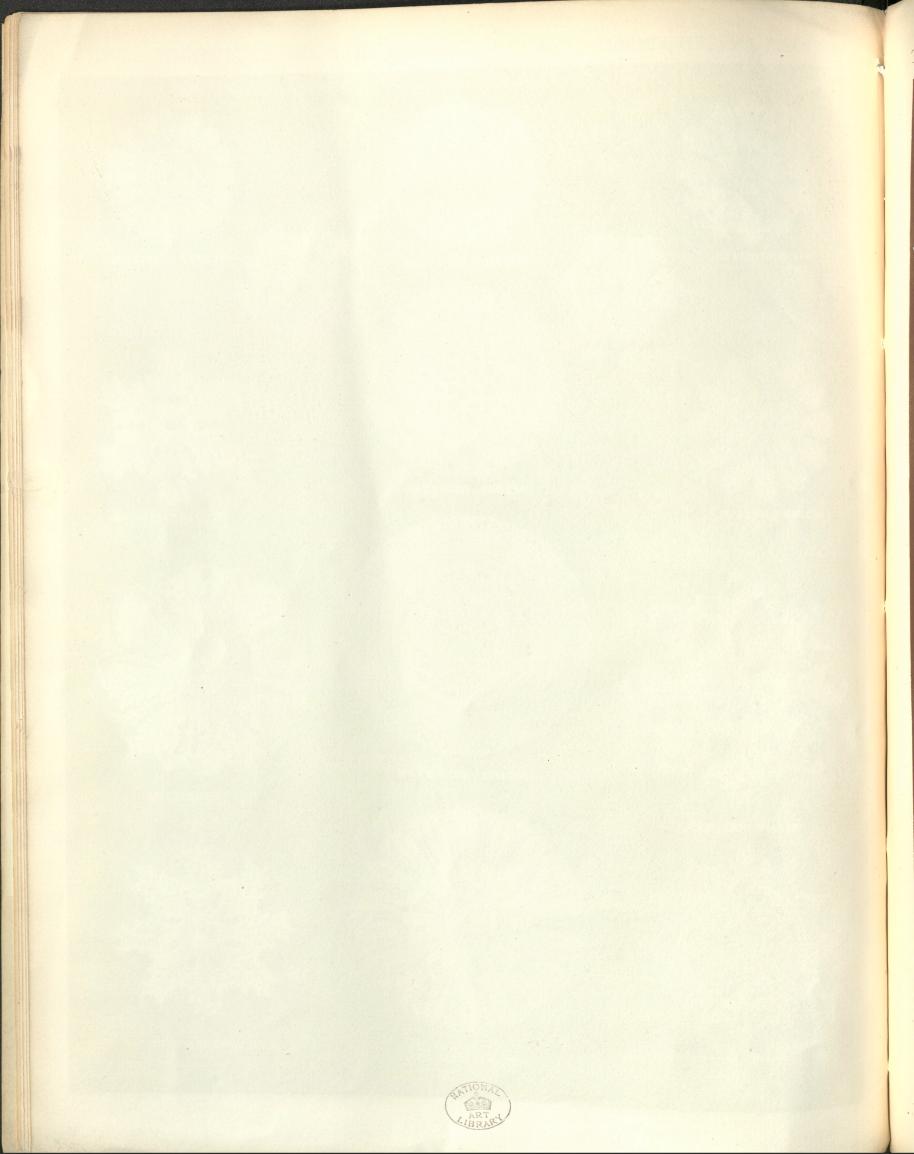


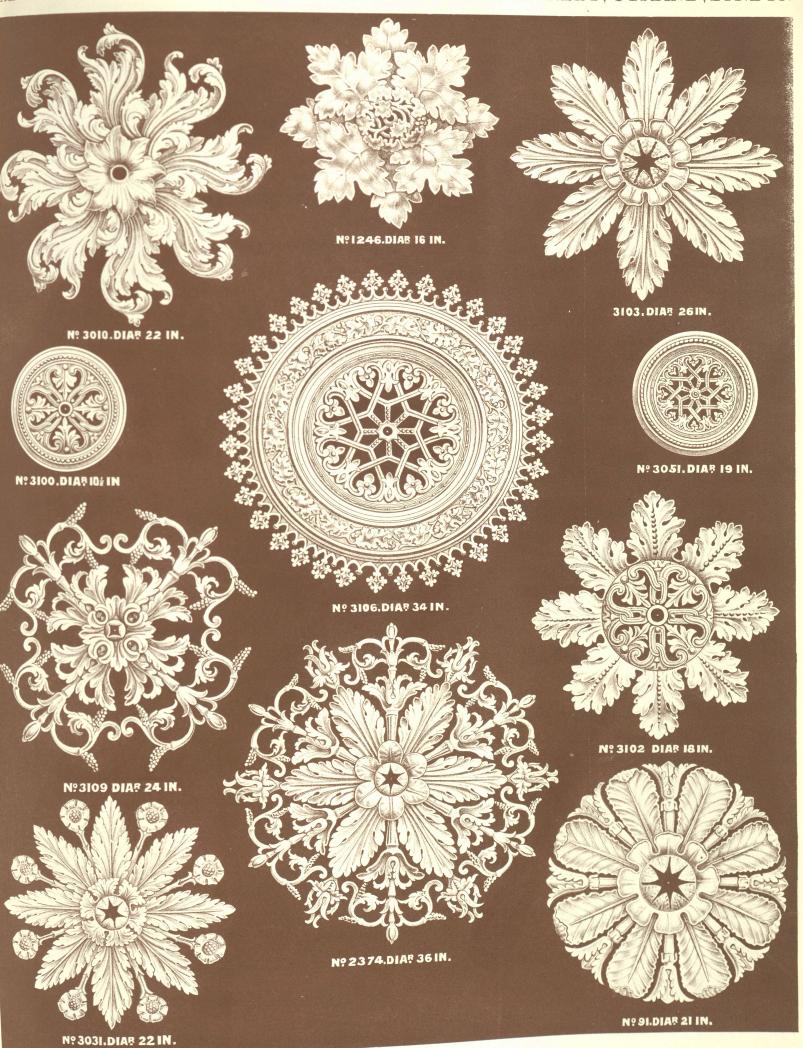


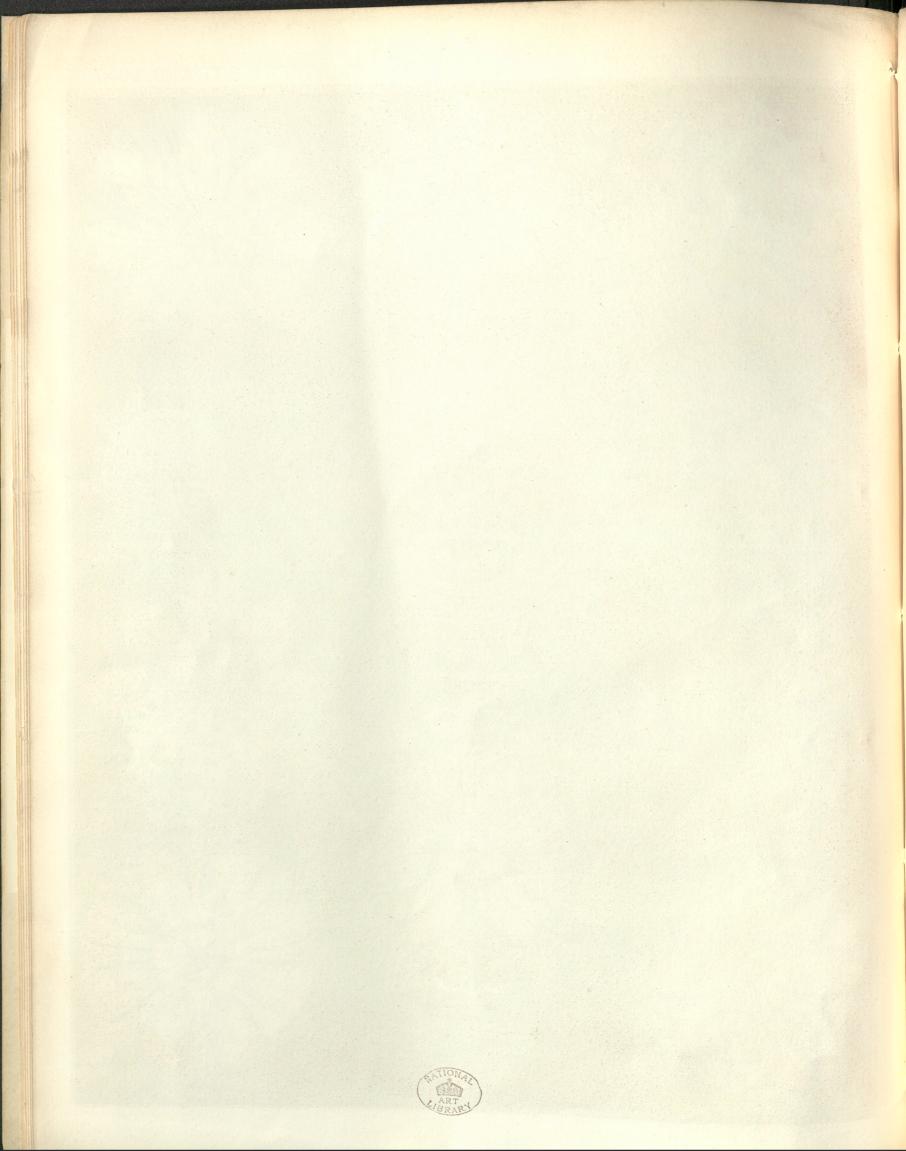












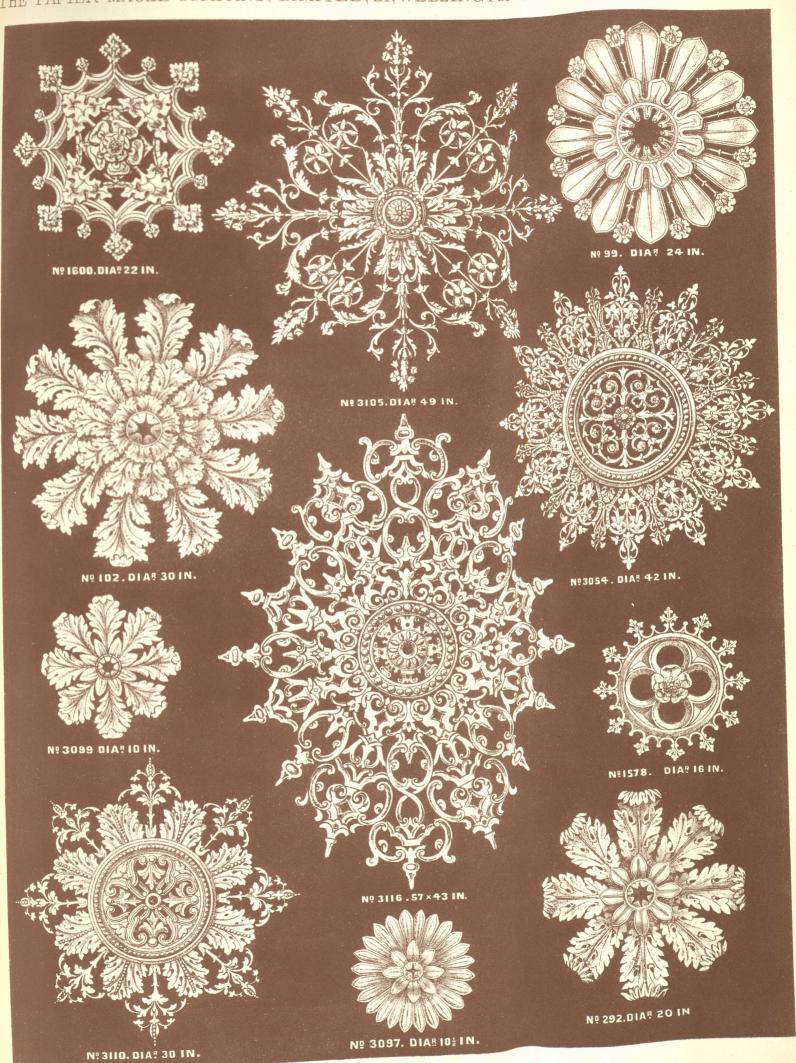
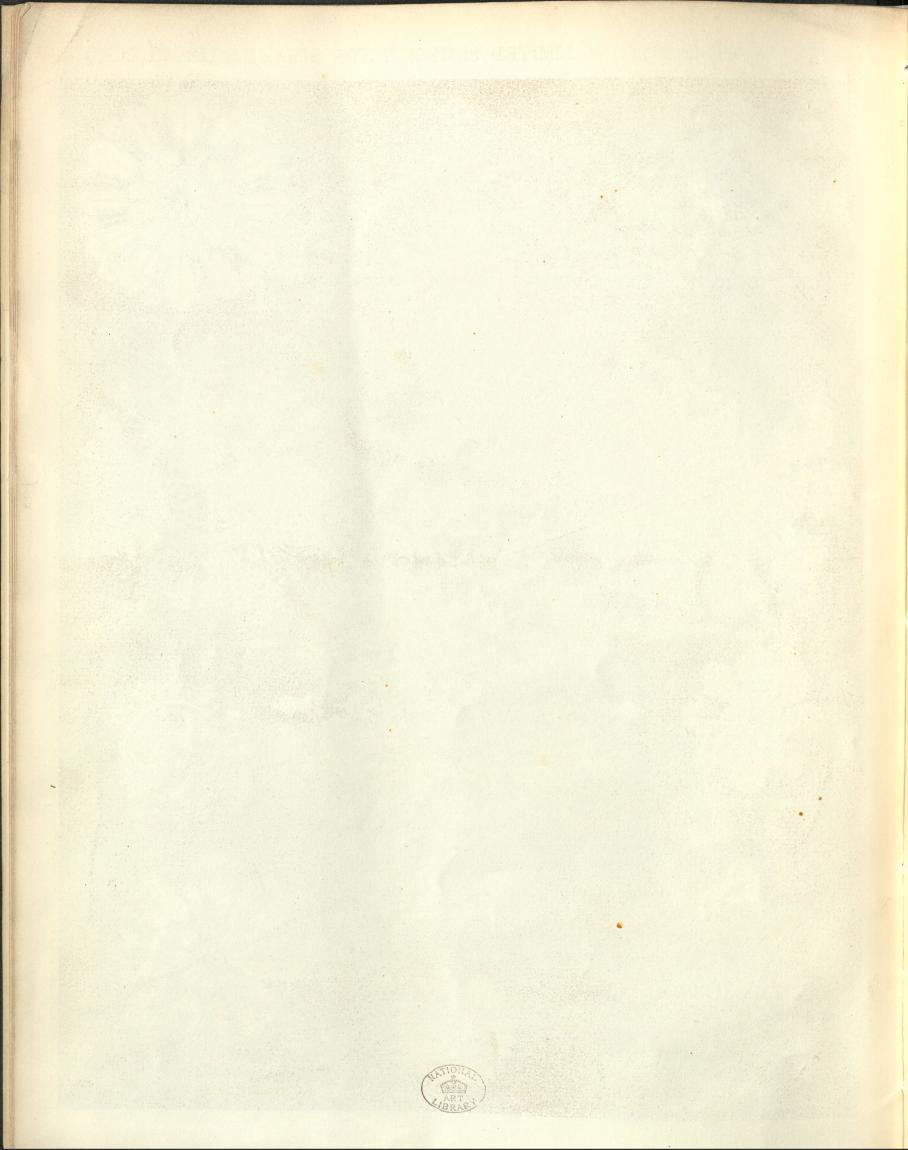
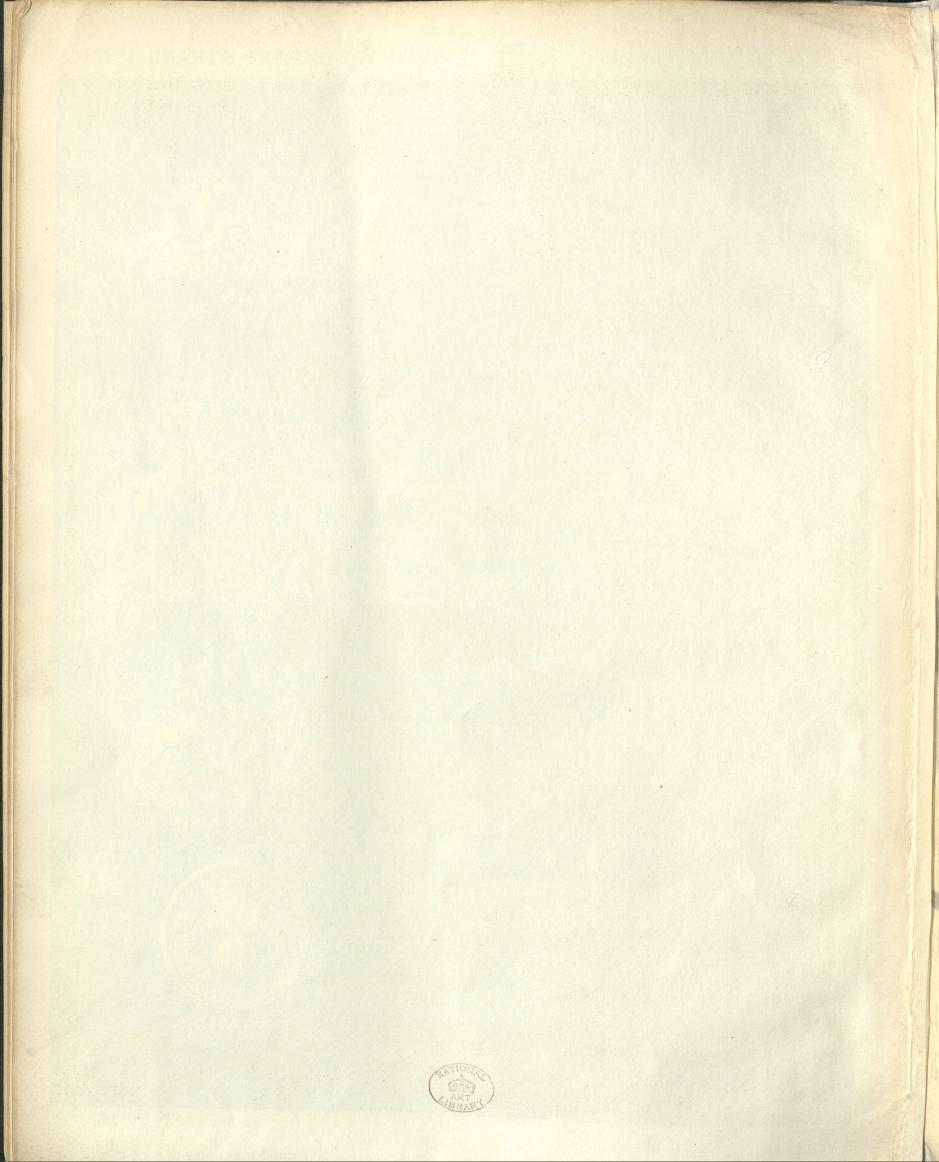


Plate 7









Vol. III. NEW SERIES,

INDEX AND PRICES

OF

CEILING ELOWERS, ROYAL RMS, &c.

Manufactured and kept in Stock by the

Papier Mâché Company, Limited,

SUCCESSORS TO

BIELEFELD AND CO.,

21, Wellington Street, Strand, London, W.C.



N an order for Flowers, the number, diameter, and price should be quoted, and it should be stated whether they are to be plain, whitened, finished in white and gold, or in colour; for whitening, is. [net] per foot diameter is charged. Mention of the price is of some importance, the present prices having been lately again revised—the majority being still further lessened, while some half dozen have been raised with a view of equalising the rate of profit upon each. From six to twelve of the smaller Flowers are usually in stock, from two to four of the larger. The best quality of gold is in all cases employed for gilding.

The Illustrations are unavoidably drawn to various scales, but the dimensions are given in all cases.

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INDEX AND PRICES—Continued.

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^{*} These Ceiling Ornaments, modelled expressly for Buckingham Palace, may be used in conjunction with each other for decorating a large room.

A MOST LIBERAL DISCOUNT TO THE TRADE FOR PROMPT PAYMENT.

A necessity has lately arisen for mentioning that the Company have no Agents authorised to collect monies due to them. Cheques and Post-Office Orders should be sent direct to Wellington Street, crossed "London and County Bank."

20.5.

-/9

MRCHITECTURAL ORNAMENTATION.

LIST OF THE PAPIER MÂCHÉ CO.'S PUBLICATIONS.

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Cornices, Mouldings, Enrichments, Trusses, Capitals, &c.	
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